



## What Is CORE?

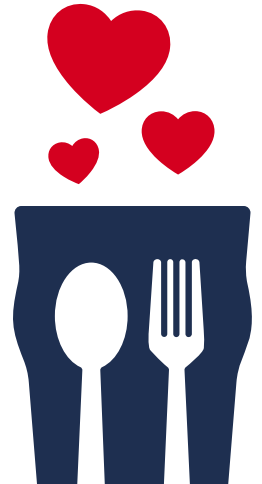
**CORE** is a national nonprofit dedicated to providing support to restaurant & bar employees and their families. CORE provides financial grants to food & beverage service employees with children when the employee, their child, or spouse/domestic partner faces a life-altering medical crisis, injury, death, or natural disaster. Supporting employees in all 50 states, D.C., and Puerto Rico, a CORE grant may cover rent/mortgage expenses, utilities, groceries, child care expenses, car payments, medical equipment/prescriptions, and more.



## Why Is This Important?

The struggle is real. Imagine sitting in a doctor's office and learning your child has cancer, or you have a medical diagnosis that will require major surgery with six weeks of recovery. The medical journey begins, and the bills mount. Or it's 2 AM and you wake up to the sound of smoke alarms, and you race to get your family out of the house safely. You are grateful that you made it out of the burning home, but the reality sets in that you have lost everything. A glimmer of hope emerges when you learn about CORE, and you are grateful for their help and for the donors that make a grant possible.

Restaurants across the country support the communities in which they serve. This is your opportunity to stand together to raise the critical funds needed to help when life does not go as planned.



## What are the Benefits of Partnering with CORE?

### An Industry Focused Cause:

An opportunity to align with the only national nonprofit that is a direct provider for food & beverage operations employees with children when navigating a qualifying circumstance.

### A Cause That You Can Feel Good About:

Build industry and organizational goodwill. With grantees in all 50 states, DC, and Puerto Rico, CORE is a cause that you can easily get behind. With your assistance, we can turn the table for those who serve us every day.

### Employee Engagement:

According to research, 71% of employees think it's important to work at a company that gives back through philanthropy and volunteering.\* Partnering with CORE not only creates a halo effect around your brand while supporting a good cause, but also creates a sense of purpose for your employees.

## 2023 CORE Facts and FAQs\*:

- 95% of CORE grants are due to a medical crisis
  - 68% - parent / legal guardian
  - 27% - child
- 5% of CORE grants are due to a natural disaster
- 77% of grantees are single parents
  - 72% - single mothers
  - 5% - single fathers
- Employees can apply online, or a family may be referred to [COREgives.org](https://COREgives.org)
- Employees that may qualify for a grant can work in any type of foodservice or beverage service operation
- A grant is a financial gift - thanks to the generosity of industry donors, partners, and the community

\*on average

# HOW CAN I HELP?

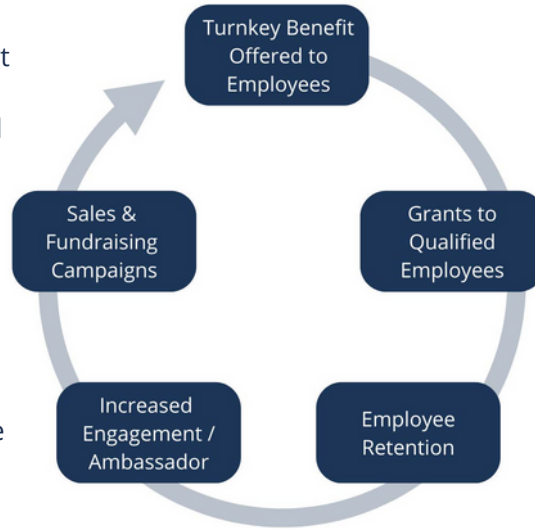
CORE relies on the generosity of donors, Corporate Partners, and sponsors to raise funds needed to help families that face a qualifying circumstance.

## Partner with CORE:

Engage your organization to support CORE when it works best for you, year-round or during CORE's annual Fall campaign - Serving Up Hope

## Donate:

Make a tax-deductible donation or become a monthly or one-time donor to make a positive difference for a food and beverage service family. To donate, scan the QR Code below!



## Volunteer:

Sign up to serve as a CORE Ambassador to lend your voice to increase awareness, help raise funds, and volunteer at events. Ambassadors are an extension of CORE, and are crucial to our organization! To learn more and apply, scan the QR code below.



## Partnership Ideas

*There are many ways to partner with CORE - check out a few below!*

<b>Flat Donation</b>	Make a flat donation to CORE through our secure payment system, sending a check to our financial office, or through an ACH payment.
<b>Product Promotion</b>	Many CORE partners do an in-store food or beverage promotion that raises money for CORE. Example: \$1 from every Tito's Strawberry Lemonade sold at Smokey Bones Restaurant is donated to CORE year-round.
<b>Round-Up Promotion</b>	Whether at the register, or on the guest check, round-up promotions have proven to be a fantastic fundraiser for CORE!
<b>Bounce-Back Offers</b>	A bounce-back offer is a win-win for your business + CORE! If a guest makes a donation to CORE, they receive a bounce-back offer for a free item or discount on next visit.

*For more information on partnering with CORE, scan the QR code or email [Jill@COREgives.org](mailto:Jill@COREgives.org).*

